How StarFM saved 45% of controller time with AURA's rapid response technology

StarFM Group, a UK facilities management and construction site security provider, partnered with AURA to improve rapid response across its growing portfolio of live sites. Using the AURA Cloud Portal, StarFM can dispatch faster, track incidents more clearly, and reduce control room workload through one digital workflow.

45%	5 seconds	80%
controller time saved	to create a dispatch	of StarFM Group's live sites use AURA



Challenge

As StarFM expanded across the UK, managing rapid response across multiple sites became more complex. Manual dispatch increased controller workload and limited visibility during live incidents. StarFM needed a faster, clearer way to dispatch responders, track progress, update customers, and maintain service standards across a growing portfolio.

Solution

StarFM partnered with AURA to centralise rapid response through the AURA Cloud Portal. Controllers can create dispatches in seconds, view ETAs, use live messaging, track checklists, and receive digital reports in one workflow. By using AURA's platform and response network, StarFM reduced manual coordination, improved visibility, and created a scalable response model across its UK sites.

Results

StarFM improved control room efficiency and response visibility with clear operational impact:

- 45% controller time saved
- 5-second dispatch creation
- Improved live incident visibility
- Clearer customer communication
- Scalable response across 80% of live UK sites

★★★★★

“The great thing about AURA is they’re able to offer us not only the web app but also the dispatch portal where we can upload all of our sites...which gives us a quick, speedy flow of information from us to AURA to the dispatch unit.”

Stuart Stone
Chief Revenue Officer at StarFM

STARFM GROUP



Ready to get results like this for your business?

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